EDELMAN DIGITAL

UX
SUMMIT
2019

Point of View by Edelman Digital

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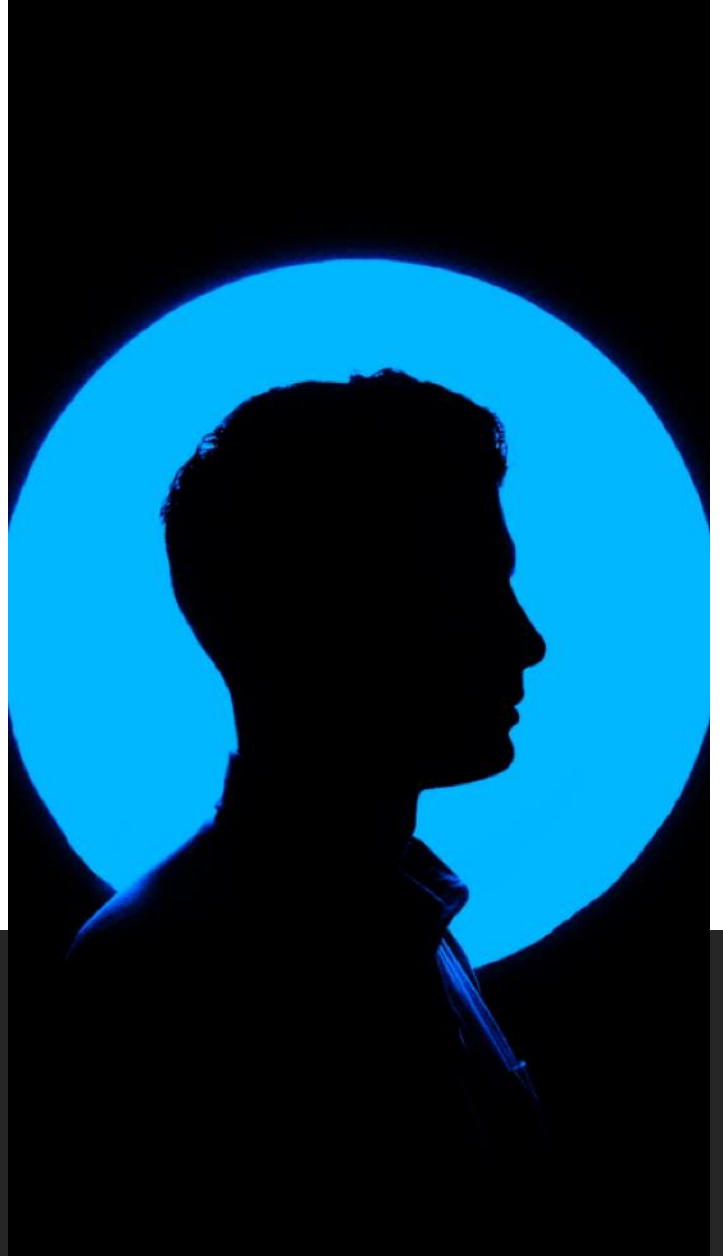
THE USER IS THE CENTER OF EVERYTHING: DESIGN INCLUDED

Users' experiences remind us constantly how strong design should be and how it's the heart of disruptive and sustained success, either an offline or online service or product.

Today, users have the opportunity to give honest and real-time opinions, allowing designs to be tested and measured directly by their customers. Considering the impact of immediate access, social media and smart devices, users have been placed at the heart of business decisions.

At the same time, these customers serve as a great resource of insight development, data collection and explore new technologies such as computational designs, analytics and artificial intelligence (AI).

> " The key is to set realistic customer expectations and then not to just meet them but to exceed them, preferably in unexpected and helpful ways.

- Richard Branson, Founder Virgin Group

DATA DRIVEN DESIGN

Design-driven growth's potential is huge and therefore, its performance must be measured just like any other part of the business strategy. That is why we need to employ metrics and develop custom-made KPI's for our design projects.

The Data-Driven Design Process consists of:

DISCOVER

- Define the problem
- Set UX metrics (KPI's)
- Collect information
- Brainstorm

EXPLORE

Research & analysis phase:
- Ethnography
- Heuristics
- Interviews
- Trends
- Focus Groups
- Usability testing
- Rapid Iterative Testing & Evaluation (RITE),
- Voice of Customer

TEST

Test the product with the users:
- Split test
- Multivariate test
- Test A/B
- Iterate

THE KEY OF DATA-DRIVEN DESIGN IS A CONTINUOUS ITERATION

Balancing qualitative and quantitative user research with testing, refining, repeating and testing again leads to the best solution of the problem. This phase needs to be continuous and dynamic, just like the system the user is part of.

" Design flourishes best in environments that encourage learning, testing and iterating with users. "
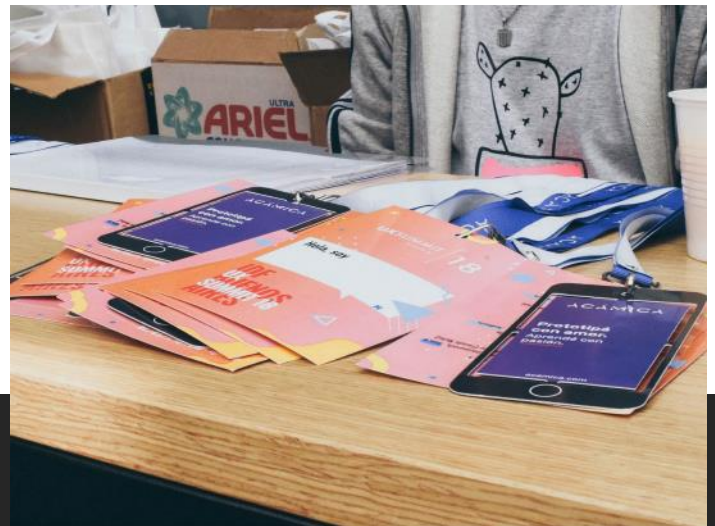
- "The business value of Design", McKinsey & Company

KEY TAKE AWAYS
USER CENTRICITY – AROUND & ABOUT PEOPLE

\ It is not about making things that people can consume, it is about making what people need.

\ Consumers buy, people live: consider them not as individuals but as part of a system.

\ Therefore we need to consider the product (UX research), the service's context (Service Design) and the complex system around it (Systemic Design).

THANK YOU!